ADMINISTERING A VIRTUAL SHOPPING LIST FOR A USER

ABSTRACT

A method, system and computer program product is provided for administering a shopping list for a user. A shopping list can be created online and items can be added or deleted to the shopping list by a user. A retailer can administer the list to prioritize certain items within the shopping list for the user, insert coupons to the shopping list for use by the user when the user shops, highlight sale items within the shopping list, suggest alternative items for the user, and the like.